

MEET THE TEAM

BART BAUDLER



Bart Baudler has always been a part of farming. He grew up on a corn and soybean farm near Fontanelle in southwest Iowa, a small town where he was one of just 24 students in his graduating class. He was the first in his family to attend college, graduating from Iowa State University with a degree in agronomy, while his brother kept the family farm going.

Baudler joined Corteva Agriscience in 2000 and has held various DuPont crop protection and Pioneer leadership positions, including with PROaccess (now Corteva Multi-Channel Seeds) and licensing. Most recently as Vice President of the Western Commercial Unit for the U.S., he led Pioneer, Corteva crop protection and digital teams. He has now taken on the role of Vice President of Strategy, Commercial Excellence and Seed Licensing, where he is responsible for enhancing customer value, driving commercial business excellence, and leading the licensing and distribution team. Baudler is excited to bring his 37 years of experience to the licensing business.

"Licensing is incredibly important to Corteva's present and even more so to our future," Baudler says. "We invest nearly \$4 million every day in researching and developing new technologies for farmers and we want to share the traits and germplasm we develop throughout our industry." Baudler thinks the launch of Enlist E3[®] soybeans can serve as a model for future products. "Sales of Enlist E3 soybeans have exceeded expectations and we now have over 58% of the market share," he adds.

He sees the same kind of growth potential from PowerCore[®] Enlist[®] corn. But what will really shake up the seed business is something in Corteva's five-year plan: the launch of a novel mode of action for below-ground insect control that will complement PowerCore Enlist corn. Baudler thinks it could be a game-changer for licensees, just like Enlist E3 soybeans. "We'll know that we were successful when we're the biggest corn licensing company in the market," he says.

Baudler's team is focused on delivering the best in technology, being easy to work with and treating licensees as true customers.

"The farmer pays every bill," Baudler says. "We want to continue to work with our more than 100 licensee companies to serve those farmers that don't yet plant Corteva technology."



Bart Baudler lives in Adel, IA and enjoys farming, taking care of his five rescue race horses and spending time with his family. Left to right: Lawson (sophomore, Iowa State University, business); Bart; wife Julie (residential realtor, Coldwell Banker); Claire (grad student, University of North Carolina, global public health); Averi (New York, People Magazine, journalist); Luci — Zach's fiancée (Seattle, Chewy, marketing); Zach (Seattle, Amazon, marketing)

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